

A vibrant, colorful illustration featuring several Thomas the Tank Engine characters on a track. In the foreground, Thomas (blue), Rebecca (yellow), and two red engines are smiling. In the background, a green engine and a purple engine are visible. The setting is a fantastical world with a giraffe and elephant on the left, a parrot flying, and various landmarks like the Golden Gate Bridge, the Great Wall of China, and a pagoda on the right. The title 'THOMAS & FRIENDS' is prominently displayed in a cloud-like shape in the center.

# THOMAS & FRIENDS

**BIG WORLD! BIG ADVENTURES!™ SERIES 22 MARKETING TOOLKIT**



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# BIG WORLD! BIG ADVENTURES!™ SERIES OVERVIEW





# INTRODUCTION

There are many exciting changes coming to Thomas & Friends™ content in 2018.

Content is at the heart of our storytelling and we are pivoting our content to make it more exciting and more appealing to boys and girls. This refreshed content has been based on extensive market research with parents and children across our key territories. In 2018, the Thomas & Friends brand will unveil a newly formatted series and movie tentpole which will be supported by the roll out of a new positioning and marketing campaign to uphold the new direction of the show. In addition, a range of toys that also uphold the new brand direction will be produced.



# OVERVIEW OF CHANGES

‘Thomas and Friends™: Big World! Big Adventures!™’ Series (26 x 11” episodes) sees the iconic blue engine Thomas traveling farther than ever before, taking kids on a journey of wonder and curiosity as he adventures around the world to discover and learn about new countries and cultures. The show will have a more contemporary feel, increasing global appeal for preschool viewers. This all-new format series will feature faster-paced action, increased humour and music, new international friends and animals and exciting fantasy elements.

## The key highlights include:

- **New locations** - For the first time in the series’ history, Thomas leaves Sodor to travel further than ever before, experiencing and discovering new cultures and countries, including China, India and Australia.
- **New characters** - The introduction of new characters include the first African steam engine from Kenya called Nia (first seen in **Big World! Big Adventures!™ The Movie**), Rebecca, a new member of the Steam Team, and other international characters from around the world, including Ashima from India, Yong Bao from China and Shane from Australia.
- **New theme tune** - A new, energetic theme tune is being introduced to reflect the new content and Steam Team. Fans of the classic “Roll Call” song will be pleased to hear that this song will remain in the musical segments within a number of episodes.



# OVERVIEW OF CHANGES



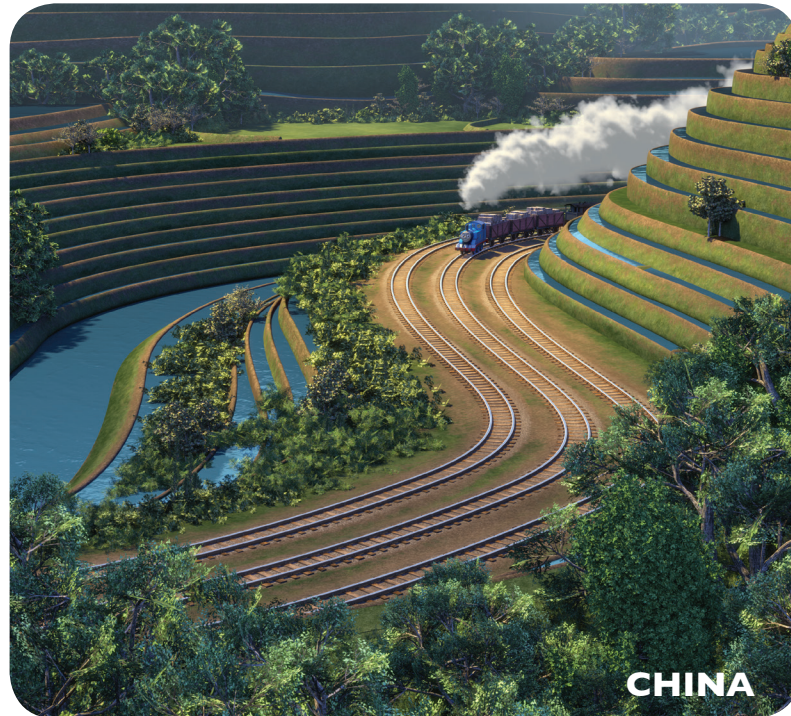
- **New Steam Team & More Girls** – We see a refreshed new formation of the core Steam Team. Formerly, six boys and one girl, the new team will have three girls and three boys, and Thomas, creating a more gender balanced show. Henry and Edward will move out of the Tidmouth Sheds to live in other parts of Sodor, making way for the new girl engines. Our latest research shows that in our top markets, girls represents at least 40% of our viewership so this key change will deepen this engagement and provide a purposeful message on gender inclusivity, to our young audience. The new Steam Team will consist of: Thomas, Percy, James, Gordon, Emily, and new characters Nia and Rebecca.

- **New format series** – The eleven-minute episodes feature faster-paced stories with increased humour, fantasy sequences and a “Life Lesson” summary delivered directly by Thomas. Each episode will also contain one sing-along song of the classic “Roll Call” song or other new songs from the Series.
- **New narrator** – For the first time, we are breaking the fourth wall – Thomas will talk directly to the audience inviting kids into the content.
- **United Nations Collaboration** – In this new series we’ve had the unique opportunity to collaborate with the United Nations and their 17 Sustainable Development Goals to incorporate 5 of these goals into our content in a preschool friendly way. These goals along with our life lessons, hope to inspire the next generation of global citizens and produce meaningful conversation and learnings between children and parents.



# NEW LOCATIONS

For the first time in the series' history, Thomas leaves Sodor to travel further than ever before, experiencing and discovering new countries and cultures, including China, India and Australia.



CHINA

In China Thomas will be reacquainted with Yong Bao who he met in 'Thomas & Friends™: The Great Race', and will discover new ways of working together.



INDIA

India has the world's busiest railway, and Thomas will be a Really Useful engine when he visits. He will also see his good friend Ashima!



AUSTRALIA

When visiting Australia, Thomas is introduced to a country that is vastly different to Sodor in so many ways.



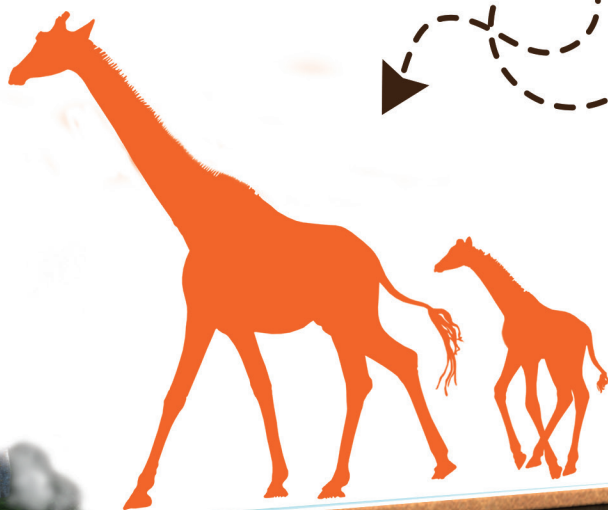
# NEW CHARACTERS

## NIA

### Character Biography:

Nia is a tank engine from the African country of Kenya and a new member of the Steam Team on Sodor. She's a real optimist with a great sense of fun. She's also driven by a strong moral compass and takes being fair and kind to others seriously. She's not afraid to speak her mind when she needs to. Nia is both thoughtful and practical and often comes up with very creative ideas. Her kind heart and infectious enthusiasm never fail to win over others in the end.

KENYA





## NEW CHARACTERS

# REBECCA

### Character Biography:

Rebecca is a strong tender engine with incredible speed and joins the Steam Team at Tidmouth Sheds. She can pull more weight than she realises which sometimes leads to hilarious consequences. But Rebecca is always quick to laugh things off and sees the best in others. Despite her warm nature, Rebecca is not afraid to stand up for herself or her friends. Most of all, she is not intimidated by older engines on the railway.



No.

22

SODOR



# NEW CHARACTERS - CHINA

## YONG BAO



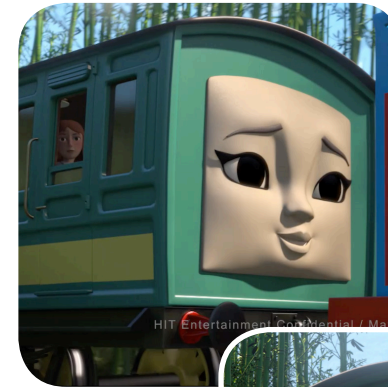
Yong Bao is a heroic engine. He used to be an ordinary engine but, after performing a daring rescue, he was given an exciting new coat of paint. Yong Bao is always alert, ready for action and rushing in to save the day.

## HONG-MEI

Hong-Mei is a blue tank engine from China. She is very good natured but also a little bit cheeky. Like Thomas, Hong-Mei loves to race and immediately strikes up a friendship with him - but she is also keen to prove that she's the number one blue tank engine, not him!



## AN-AN & YIN-LONG



An-An & Yin-Long are two passenger coach twins (An-An is female and Yin-Long is male). They are giggly with a youthful spirit and love to play games and go fast.

## LEI

Lei is a chirpy truck that cheerfully says "Sorry!" when you bump into him. His fearlessness comes from his optimism and absolute trust in everyone. He loves his role - being a cog in the machine, a little truck in a world of engines. He's just happy to be Really Useful!





# NEW CHARACTERS - INDIA

## ASHIMA



Ashima is a small, bright and sparky tank engine who is passionate about her homeland and serving her railway. She's loyal, incredibly honest and, although she'd never say so herself, often very wise. She's a good friend to Thomas and is always there to help guide him.

## RAJIV

Rajiv is a small engine with a big ego. He is very proud of his crown and likes to see himself as a royal. He can also be cheeky and likes to jest due to his competitive nature - but never has bad intentions. He also likes to think of himself as the funniest engine on the railway.



## NOOR JEHAN



Noor Jehan is a Royal Express engine, pulling luxury passengers in ornate hotel and restaurant carriages. She is a stickler for things being done properly and a big fan of manners. She doesn't like to show off but has a regal presence that others around her admire.

## SHANKAR

Shankar is a simple, dusty engine who is first and foremost a grafter. He's very stoic and serious. He has no time for fools or frivolity - he just wants to keep his head down and get the job done.





# NEW CHARACTERS - AUSTRALIA

## SHANE



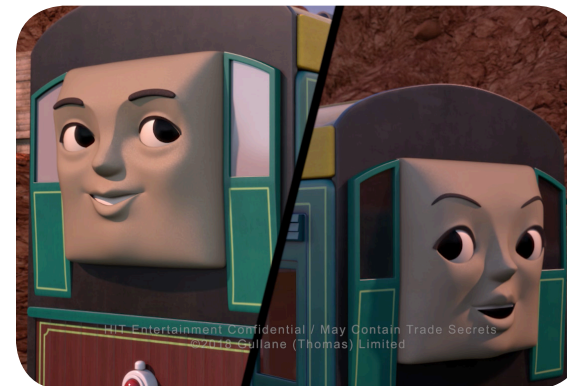
Shane is one of the 'Whispering Giants' of the South Australian Railway - a big strong steam engine who was built for both passenger and mixed freight work. He's always cracking gags, loves to tell tall tales and play practical jokes. Full of Aussie bravado, he is very friendly and welcoming.

## TAMIKA

Tamika is a rainforest train - responsible for taking supplies and passengers to the remote town of Kuranda, as well as driving the rainforest's park ranger, Ranger Jill, through the dense foliage. Tamika is a wild bush lass, very adventurous and incredibly passionate about all things nature, both flora and fauna.



## AUBREY & AIDEN



Aubrey & Aiden are Shane's two high-energy passenger carriages. They are full of comments and opinions on every bit of scenery they pass, ranging from "noice" to "ew, borrrring!"

## ISLA

Isla is a plane who works for the Royal Flying Doctor Service, providing medical help to remote areas in the outback. She's very knowledgeable about Australia, as she's flown all over the country helping those in need.





An aerial view of a blue steam locomotive pulling two green passenger cars along a track that winds through a rocky, mountainous landscape. The train is emitting a large plume of white smoke. The terrain is rugged with grey rock faces and patches of green vegetation. The sky is filled with soft, white clouds.

# MARKETING ASSETS



# LOGO

Please continue to use the official Thomas & Friends™ logo for Series 22 promotion (e.g. digital & print)



TOM\_Core\_Logo\_Beveled.psd

## There are two exceptions:

- 1) “Big World! Big Adventures!™” may be used in copy to describe Series 22 only. (e.g. “Thomas & Friends™ Big World! Big Adventures!™”) However, please note the official series title remains Thomas & Friends™
- 2) The Series 22 opening title sequence and GBT-supplied promotional content (e.g. Trailer assets) contain “Big World! Big Adventures!™” title treatment. This title treatment cannot be used in any other context.



TOM\_Offical\_Series22\_Title.psd

All layered PSD files can be found on MAM.

Public Folders > Active Brands > Thomas & Friends > Logos – Thomas & Friends > Brand Logos



# KEY ART

When given an option, use of landscape key art is preferred to show the full Steam Team. Do not use Series Key Art for any “**Big World! Big Adventures!**™ The Movie” promotion.



BWBA\_Series\_Landscape\_Keyart.psd



BWBA\_Series Portrait\_Keyart.psd

All layered PSD files can be found on MAM.  
Public Folders > Active Brands > Thomas & Friends > Marketing Assets - Thomas & Friends >  
Big World Big Adventures Series Marketing Toolkit

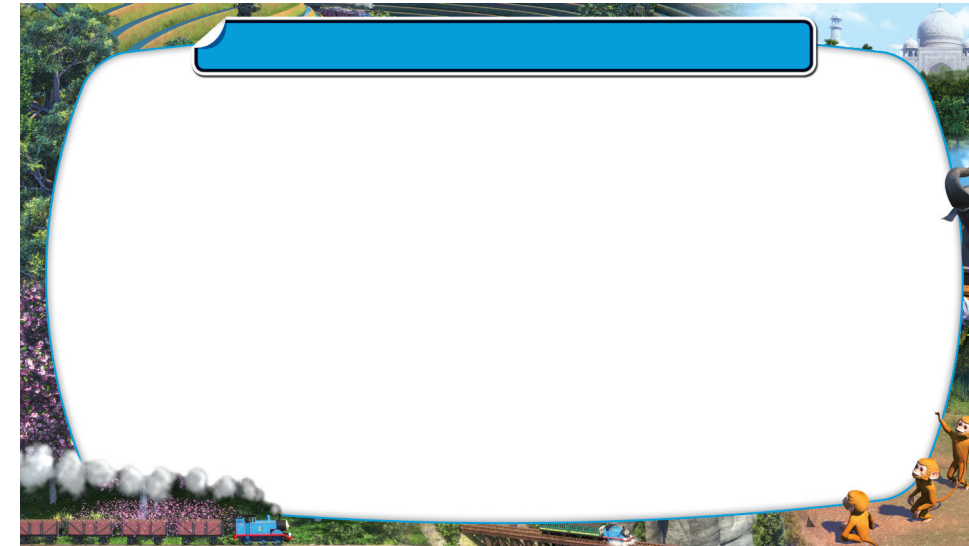


# POWERPOINT TEMPLATE

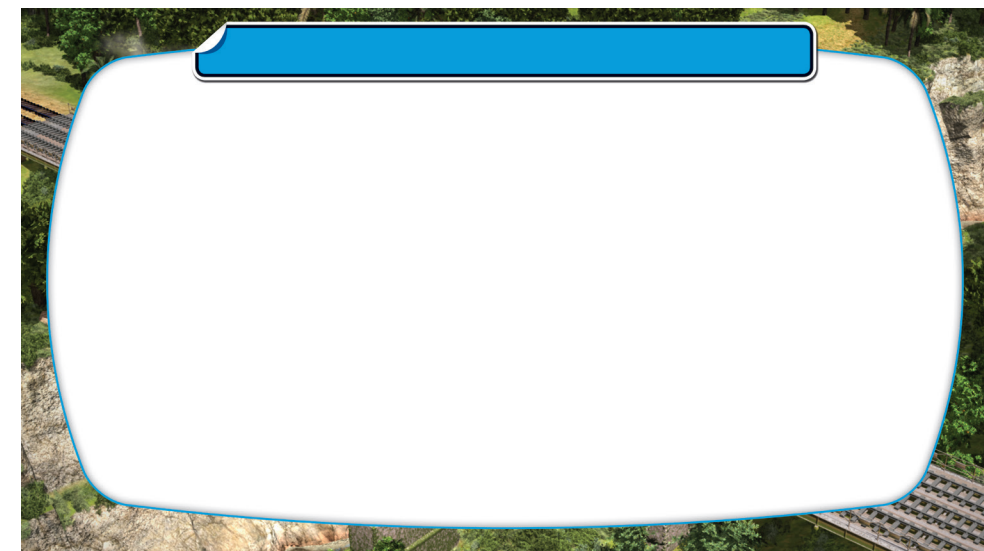
Various template formats have been created and provided in both PSD and PPT formats. Please use these for any presentations that focus on Thomas & Friends Series 22.



BWBA\_Series\_PPT\_Cover.jpg



BWBA\_Series\_PPT\_BG\_tempA.jpg



BWBA\_Series\_PPT\_BG\_tempB.jpg

*All layered PSD files can be found on MAM.  
Public Folders > Active Brands > Thomas & Friends > Marketing Assets - Thomas & Friends >  
Big World Big Adventures Series Marketing Toolkit*



# CHARACTER ART

Hero character art for new Series 22 characters and character art of Thomas in various locations are available for use. For additional character art, please refer to the “Big World! Big Adventures!”<sup>TM</sup> Movie Toolkit and the Thomas Core Guide.

**NIA**



**EMILY**



**REBECCA**



**ASHIMA**



**RAJIV**



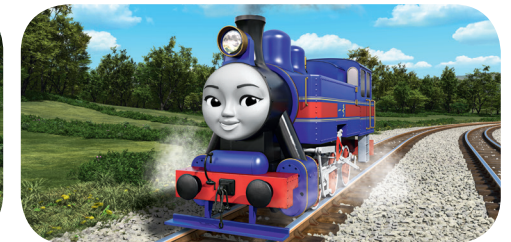
**NOOR JEHAN**



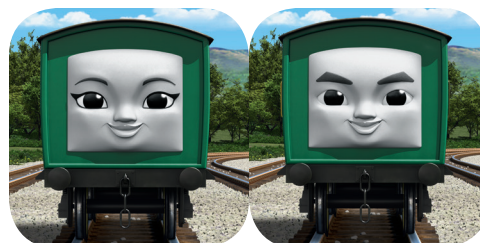
**SHANKAR**



**HONG-MEI**



**AN-AN AND YIN-LONG**



**SHANE**



**AUBREY & AIDEN**



**TAMIKA**



**ISLA**



**THOMAS IN INDIA**



**THOMAS IN CHINA**



**THOMAS IN AUSTRALIA**



All layered PSD files can be found on MAM.

Public Folders > Active Brands > Thomas & Friends > Style Guide - Thomas & Friends > Character Assets > CGI Hero Poses



# SUMMARY STILLs

Various stills from each episode are available for use, including at least one Summary Still per episode.

**Assets will include:** 1 x 26 Summary Stills

## 2201\_THOMAS AND THE DRAGON



TF22\_2201\_Thomas and the Dragon.psd

## 2206\_ROSIE IS RED



TF22\_2206\_Rosie is Red.psd

## 2207\_TRUSTY TRUNKY



TF22\_2207\_Trusty Trunky.psd

## 2208\_THOMAS GOES TO BOLLYWOOD



TF22\_2208\_Thomas Goes to Bollywood.psd

## 2212 - THOMAS AND THE MONKEY PALACE



TF22\_2212\_ThomasandtheMonkeyPalace.psd

All layered PSD files can be found on MAM.  
Public Folders > Active Brands > Thomas & Friends > Series > 2200



# CONTENT ASSETS: SERIES TRAILER

This Series trailer serves as an overall introduction to the new Thomas & Friends season, highlighting the new themes, storylines and content changes. The trailer comes in various lengths for greatest flexibility across platforms.

**Please note the 60" trailer has a strict embargo date of 30<sup>th</sup> August 2018, and all other versions are embargoed until 1<sup>st</sup> August 2018.**

All assets needed for localisation will also be available.

## Assets will include:

### Kid Focused Promos:

- 60" UK Texted, Pro Res
- 60" UK Textless, Pro Res
- 60" US Texted, Pro Res
- 60" US Textless, Pro Res
- 30" UK Texted, Pro Res
- 30" UK Textless, Pro Res
- 30" US Texted, Pro Res
- 30" US Textless, Pro Res
- 20" UK Texted, Pro Res
- 20" UK Textless, Pro Res
- 15" UK Texted, Pro Res
- 15" UK Textless, Pro Res
- 15" US Texted, Pro Res
- 15" US Textless, Pro Res

### Parent Focused Promos:

- 30" UK Texted, Pro Res
- 30" UK Textless, Pro Res
- 30" US Texted, Pro Res
- 30" US Textless, Pro Res
- 20" UK Texted, Pro Res
- 20" UK Textless, Pro Res

### Supporting Assets:

- Timecoded Scripts
- Audio Stems for each version
- WW Music Clearance in Perpetuity
- Editable GFX Cards in After Effects

Assets can be found in the HIT Brands Sharepoint folder in the following location:  
Thomas & Friends > 2018 > \_Series 22 > Marketing Toolkit



# CONTENT ASSETS: TUNE-IN BUMPER/PROMO

This quick 6" video serves as a tune-in driver and can be used on-air, social media platforms or as paid video pre-roll ads. We suggest this be used in conjunction with the Series Trailer as tune-in reinforcement or after the Series Trailer has been released, closer to the premiere as a tune-in urgency reminder.

All assets needed for localisation will also be available.

## Assets will include:

- 6" UK Texted, Pro-Res
- 6" UK Texted, Pro-Res
- 6" UK Textless, Pro-Res
- 6" US Textless, Pro-Res
- Timecoded Scripts
- Audio Stems for each version
- WW Music Clearance in Perpetuity
- Editable GFX cards



BWBA\_Series\_PPT\_Cover.psd

Assets can be found in the HIT Brands Sharepoint folder in the following location:  
Thomas & Friends > 2018 > \_Series 22 > Marketing Toolkit



# CONTENT ASSETS: OPENING TITLE SEQUENCE

This is an asset that highlights all the changes in the new show through the means of the opening titles that summarises all these changes beautifully. It is important to drive to tune-in for the new show, so we are delivering this with an end card.

For localising, we recommend lifting the opening title sequence from the pre-dubbed version and editing the end card that we will deliver.

Usage recommendation is to use this in rotation with the Series Trailer and cut downs.

## Assets will include:

- 30" UK Texted, Pro Res
- 30" US Texted, Pro Res
- Editable GFX Card



Assets can be found in the HIT Brands Sharepoint folder in the following location:  
Thomas & Friends > 2018 > \_Series 22 > Marketing Toolkit



# CONTENT ASSETS: “HERE COME THE GIRLS” PROMO

This promo celebrates the new girl engines and gender inclusivity theme featured in Series 22. This promo can be used for on-air broadcast in rotation with the Series Trailer, but should not be used independently. We suggest using this promo on social media and digital platforms.

All assets needed for localisation will also be available

## Assets will Include:

- 15” UK Texted, Pro-Res
- 15” UK Textless, Pro-Res
- 15” US Textless, Pro-Res
- Timecoded Scripts
- Audio Stems for each version
- WW Music Clearance in Perpetuity
- Editable GFX cards

Assets can be found in the HIT Brands Sharepoint folder in the following location:  
Thomas & Friends > 2018 > \_Series 22 > Marketing Toolkit



# THOMAS SPEAKING TO CAMERA ASSETS

As Thomas is the new narrator for the series, a variety of animated assets in which Thomas speaks directly to the camera to interact with the audience will be available. These clips can be used across multiple platforms, including the following:

## BROADCAST BUMPERS

X 8\*

For use on-air before episodes or between episode breaks.



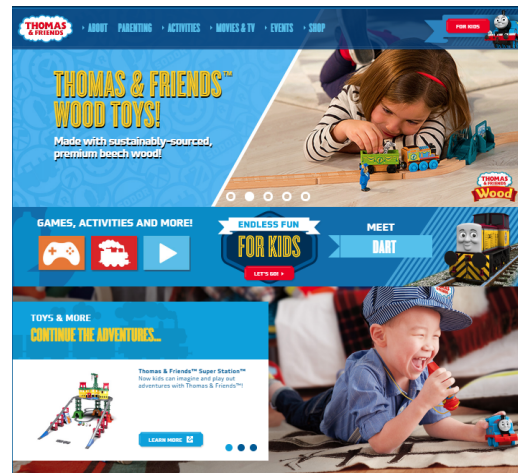
Tf\_Series 22\_Thomas Speaking to Camera\_Broadcast Bumper

\*Alpha Channel versions also provided

## WEBSITE

X 4

For use on Kids site. Note these cannot be used on the Parents site.

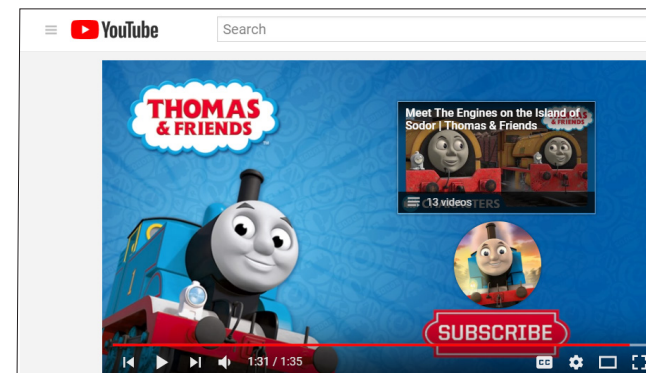


Tf\_Series 22\_Thomas Speaking to Camera\_website

## YOUTUBE END CARD

X 2

For use at the end of YouTube videos to link out to other content.



Tf\_Series 22\_Thomas Speaking to Camera\_Youtube End Card

## LIVE EVENTS

X 3

For use as introductions to video reels for content viewing areas.



Tf\_Series 22\_Thomas Speaking to Camera\_Live Events

All assets needed for localisation will also be available.

## Assets will include:

- Pro-Res Videos on background
- Scripts
- Audio Stems for each version
- WW Music Clearance in Perpetuity

Assets can be found in the HIT Brands Sharepoint folder in the following location:  
Thomas & Friends > 2018 > \_Series 22 > Marketing Toolkit



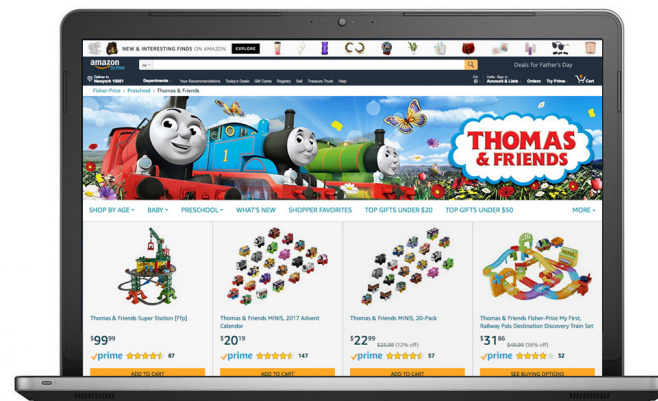
# THOMAS SPEAKING TO CAMERA ASSETS

As Thomas is the new narrator for the series, a variety of animated assets in which Thomas speaks directly to the camera to interact with the audience will be available. These clips can be used across multiple platforms, including the following:

## E-COMMERCE

X 1

For use on e-commerce brand pages.



Tf\_series 22\_Thomas Speaking To Camera\_ecommerce

## GENERIC LIBRARY

X 10\*

For use across any platform.



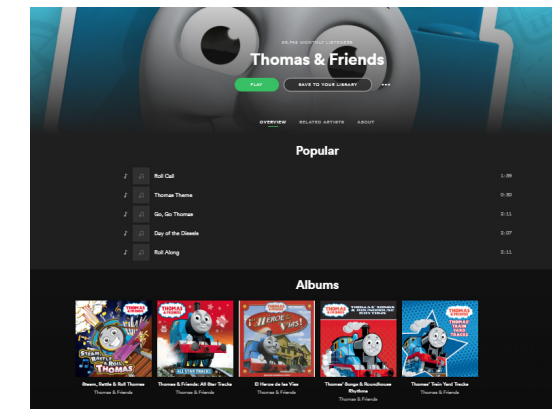
Tf\_Series 22\_Thomas Speaking to Camera\_Generic Clip

\*Alpha Channel versions also provided

## MUSIC PLAYER

X 3\*

For use on music platforms to introduce playlists or stations.



Tf\_Series 22\_Thomas Speaking to Camera\_Youtube End Card

\*Audio files only



All assets needed for localisation will also be available.

## Assets will include:

- Pro-Res Videos on background
- Scripts
- Audio Stems for each version
- WW Music Clearance in Perpetuity

Assets can be found in the HIT Brands Sharepoint folder in the following location:  
Thomas & Friends > 2018 > \_Series 22 > Marketing Toolkit



# NEW THEME SONG

The new Thomas & Friends theme song will be available to use in your campaign and promotions.

**Please note the strict embargo date of 30<sup>th</sup> August 2018.**

**Assets will include:**

- 1 x 30" Theme Song
- 1 x 2" Extended Version Theme Song
- Audio stems for each version



All assets can be found on MAM:

Public Folders > Active Brands > Thomas & Friends > Audio Assets - Thomas & Friends > Theme Tunes



# SHORT-FORM: NEW THEMES

Narrative shorts highlighting key themes from Series 22 will be available for use. Please note the embargo dates set by the GBT on page 42.

## MEET THE NEW STEAM TEAM



## HERE COME THE GIRLS



## ANIMALS AROUND THE WORLD



## TYPES OF TRAVEL



## THOMAS IN INDIA



## THOMAS IN CHINA



## THOMAS IN AUSTRALIA



All assets needed for localisation will also be available.

### Assets will include:

- 7 x Pro-Res New Theme Shorts
- Scripts
- Audio Stems for each version
- WW Music Clearance in Perpetuity

Assets can be found in the HIT Brands Sharepoint folder in the following location:  
Thomas & Friends > 2018 > \_Series 22 > Marketing Toolkit



# SHORT-FORM: NEW CHARACTERS

Narrative shorts introducing the international engines from Series 22 will be available. A short about Henry and Edward's (former Steam Team members) new role and location on Sodor will also be available. Please note, the Henry & Edward short should be released **before** introducing the new Steam Team.

## Character Shorts will include:

- Yong Bao
- Rebecca
- Hong-Mei (w/ An-An & Yin-Long)
- Ashima
- Rajiv
- Noor Jehan
- Shankar
- Shane (w/ Aubrey & Aiden)
- Isla
- Tamika
- Henry & Edward

All assets needed for localisation will also be available.

## Assets will include:

- 11 x Pro-Res Character Shorts
- Scripts
- Audio Stems for each version
- WW Music Clearance in Perpetuity



Assets can be found in the HIT Brands Sharepoint folder in the following location:  
Thomas & Friends > 2018 > \_Series 22 > Marketing Toolkit



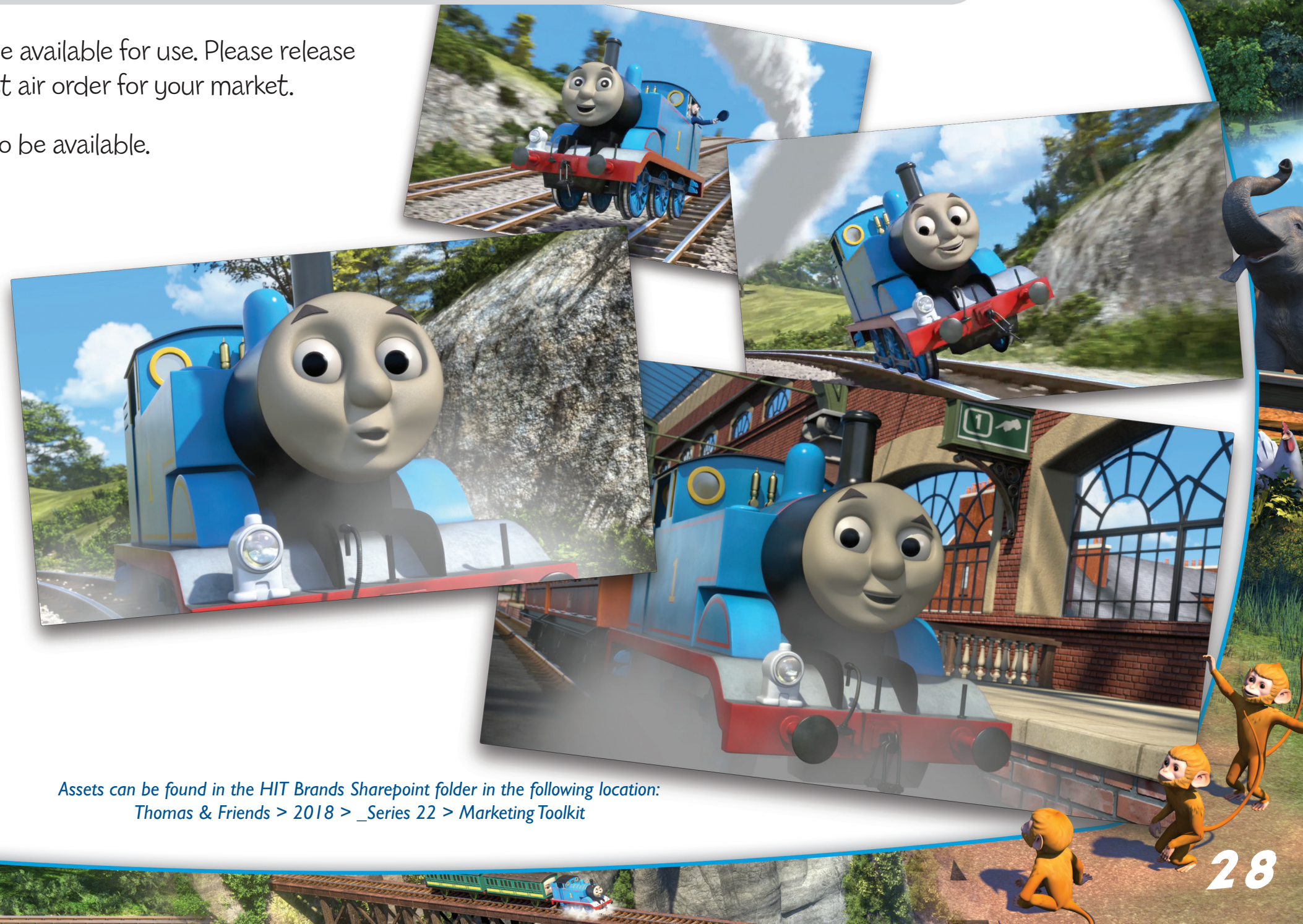
# SHORT-FORM: LIFE LESSONS

One Life Lesson short per episode will be available for use. Please release these in accordance with the broadcast air order for your market.

All assets needed for localisation will also be available.

## Assets will include:

- 26 x Pro-Res Life Lesson Shorts
- Scripts
- Audio Stems for each version
- WW Music Clearance in Perpetuity



Assets can be found in the HIT Brands Sharepoint folder in the following location:  
Thomas & Friends > 2018 > \_Series 22 > Marketing Toolkit



# SHORT-FORM: KARAOKE MUSIC VIDEOS

Karaoke music videos will be available for the new songs from Series 22. Please note the embargo dates set by the GBT on page 42.

All assets needed for localisation will also be available.

## Assets will include:

- 1 x Pro-Res New Theme Song Karaoke Video
- 1 x Pro-Res Roll Call Song Karaoke Video
- 1 x Pro Res Adventure Song Karaoke Video
- Scripts
- Audio Stems for each version
- WW Music Clearance in Perpetuity



Assets can be found in the HIT Brands Sharepoint folder in the following location:  
Thomas & Friends > 2018 > \_Series 22 > Marketing Toolkit



# SHORT-FORM: UNITED NATIONS SDG SHORTS

## SUSTAINABLE DEVELOPMENT GOALS



Animated shorts centered on the United Nations Sustainable Development Goals (SDG) will be available. Please reference the United Nations Activation Toolkit and contact Megan Pashel from GBT for further questions [Megan.Pashel@Mattel.com](mailto:Megan.Pashel@Mattel.com)

All assets needed for localisation will also be available.

### Assets will include:

- 6 x Pro-Res United Nations Shorts
- 1 x Pro-Res United Nations PSA
- Scripts
- Audio Stems for each version
- WW Music Clearance in Perpetuity

Assets can be found in the HIT Brands Sharepoint folder in the following location:  
Thomas & Friends > 2018 > \_Series 22 > Marketing Toolkit



# DIGITAL ASSETS: ONLINE ADVERTISING BANNERS

Simple online advertising assets are available to support your campaign plans.

Please ensure that the Thomas & Friends website and/or other channel links are promoted where possible across all media formats to enable a seamless brand experience across all of our brand touchpoints.

FRAME 1



FRAME 2



FRAME 3



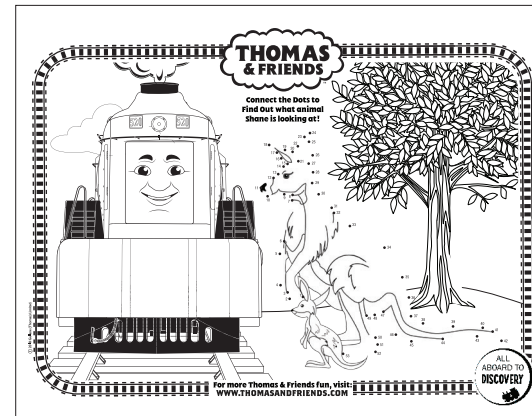
BWBA\_Series\_Doublempu\_v1.Psd

All layered PSD files can be found on MAM.  
Public Folders > Active Brands > Thomas & Friends > Marketing Assets - Thomas & Friends >  
Big World Big Adventures Series Marketing Toolkit

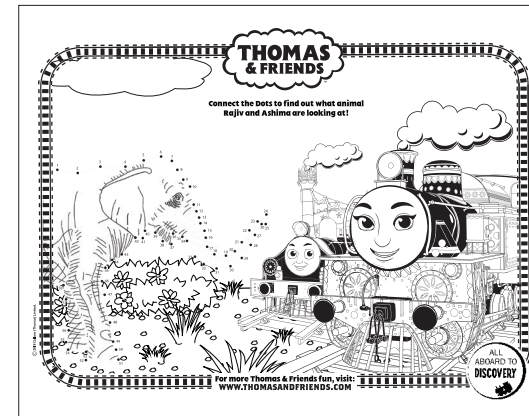


# DIGITAL ASSETS: COLOURING & ACTIVITY PACK

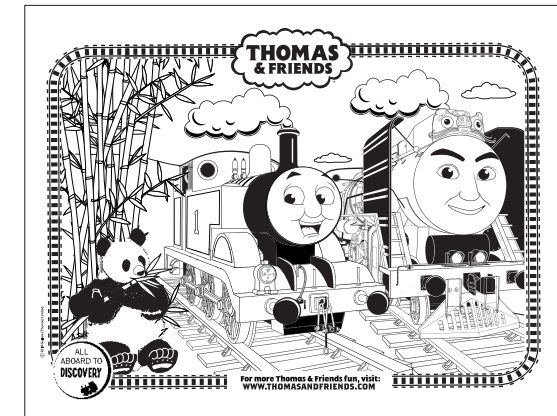
4 colouring sheets and 4 activity sheets are available to promote Series 22 and the new characters and storylines. These are multi-platform assets that can be shared with any local partners i.e. Broadcast, Publishing or Retail to provide a branded presence on a partner website or amplify a local retail initiative by providing an in-store brand experience. They can be shared either physically or digitally dependent on your local initiative.



coloringsheetshanelnt.pdf



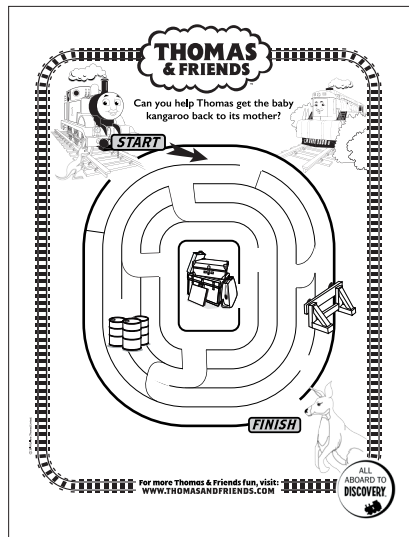
connectthedotsInt.pdf



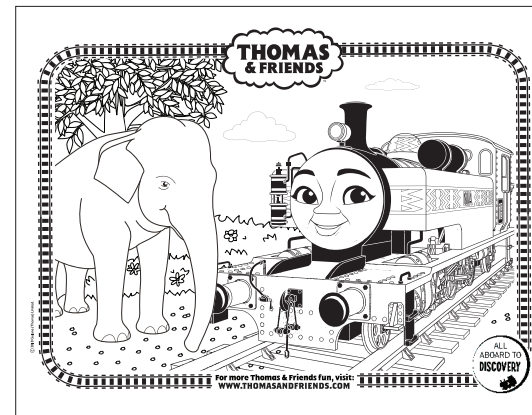
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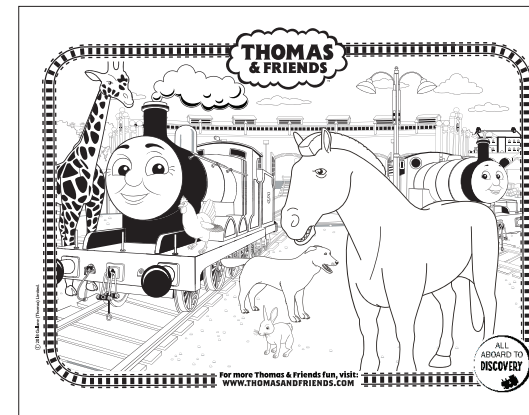
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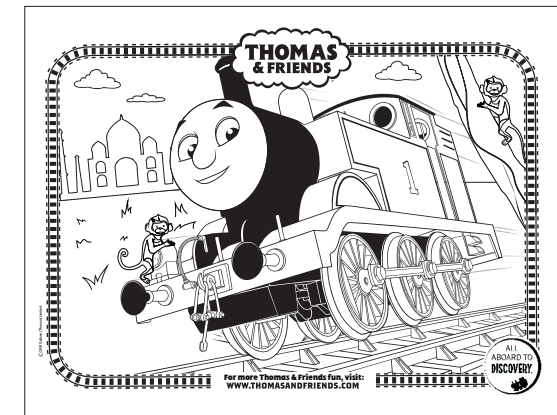
kangaroomazelnt.pdf



nialephantcoloringInt.pdf



zooanimalnt.pdf



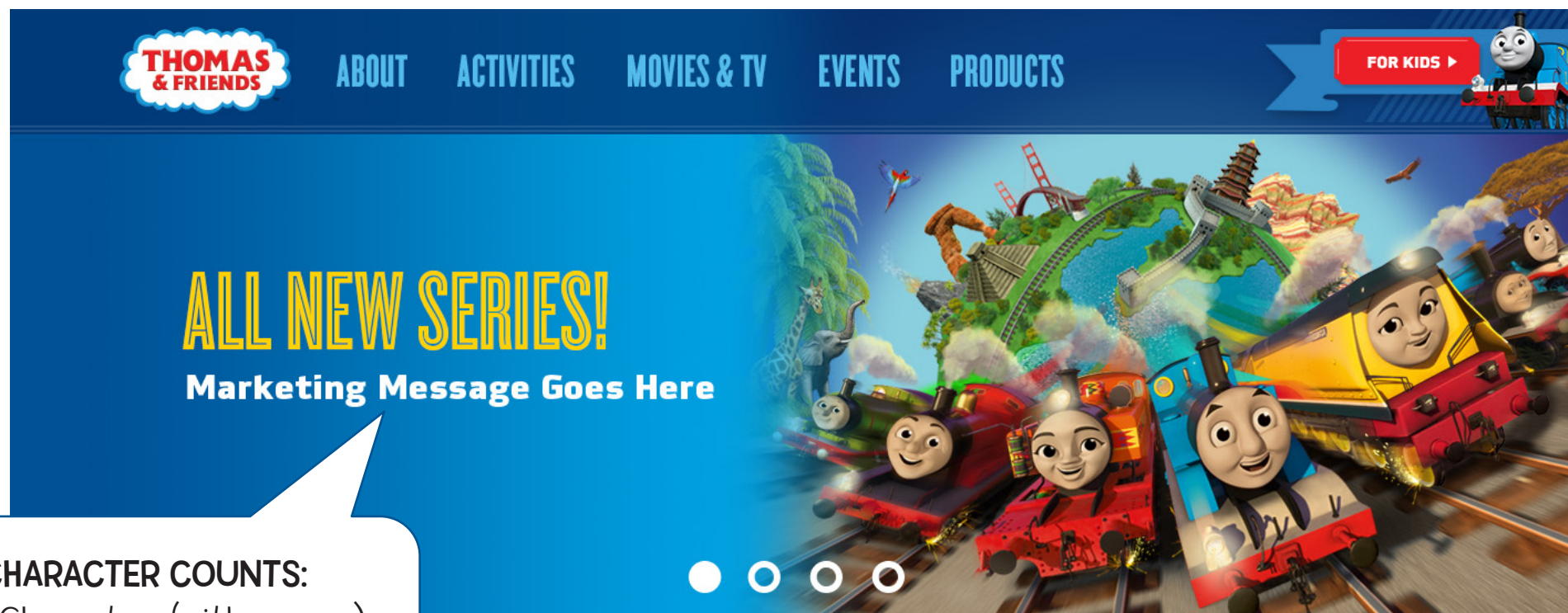
thomasmonkeysInt.pdf

All layered PSD files can be found on MAM.  
Public Folders > Active Brands > Thomas & Friends > Marketing Assets - Thomas & Friends > Big World Big Adventures Series Marketing Toolkit



# DIGITAL ASSETS: WEBSITE BANNER

A web banner will be available for use on the Thomas & Friends homepage with the option to promote a local marketing message. Please note that both the text and the navigation bar are FPO (for placement only) and should not be part of the image. Any local copy should be provided separately to your local digital contact within the character count guidelines provided here, and should be directed at parents to make sure of passing COPPA regulations.



## MAXIMUM CHARACTER COUNTS:

Headline: 42 Characters (with spaces)

Subhead: 62 Characters (with spaces)

TF\_BWBA\_Series\_Web\_Banner\_01.Psd

*All layered PSD files can be found on MAM.*

*Public Folders > Active Brands > Thomas & Friends > Marketing Assets - Thomas & Friends >  
Big World Big Adventures Series Marketing Toolkit*



# DIGITAL ASSETS: YOUTUBE BANNER

A digital banner will be available to update the Thomas & Friends YouTube channel art. Please note video end cards for YouTube will also be available - please refer to the "Thomas Speaking Assets".



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TOM\_BWBA\_Series\_YT Banner.psd

All layered PSD files can be found on MAM.  
Public Folders > Active Brands > Thomas & Friends > Marketing Assets - Thomas & Friends >  
Big World Big Adventures Series Marketing Toolkit



# DIGITAL ASSETS: FACEBOOK BANNERS

For the first time, both a static and video banner will be available to update Facebook page header art. Either asset will work on Facebook, though we encourage use of the video banner for a more dynamic experience.



TOM\_BWBA\_Series\_FB\_Banner\_A.psd



TOM\_BWBA\_Series\_FB\_Banner\_B.psd

All layered PSD files can be found on MAM.  
Public Folders > Active Brands > Thomas & Friends > Marketing Assets - Thomas & Friends >  
Big World Big Adventures Series Marketing Toolkit

Content assets can be found in the HIT Brands Sharepoint folder in the following location: Thomas &  
Friends > 2018 > \_Series 22 > Marketing Toolkit



# DIGITAL ASSETS: E-COMMERCE BANNER

A digital banner will be available to be placed on the Thomas & Friends Amazon e-commerce brand page or other e-commerce sites.



BWBA\_Series\_Amazon Banner.psd

*All layered PSD files can be found on MAM.  
Public Folders > Active Brands > Thomas & Friends > Marketing Assets - Thomas & Friends >  
Big World Big Adventures Series Marketing Toolkit*



# SOCIAL ASSETS

A variety of social assets are available to support your campaign. Please work with the Global DEG team for additional assets you may use and suggested rollout.

## Assets Include:

- 1 x Animated Series Key Art
  - 6 x Animated New Character Intros
    - Rebecca
    - Isla/Aubrey/Aiden
    - Hong-Mei/An-An/Yin-Long
    - Noor Jehan
    - Shankar
    - Tamika
- (Nia & Yong Bao Intros are also available to support the **'Big World! Big Adventures!™ The Movie'**)
- 1 x Meet the New Steam Team Video
  - 3 x Girl Engine Videos

- 5 x Countdown/New Episode Videos
  - Get Ready
  - New Episode (Sodor/Steam Team)
  - New Episode (China)
  - New Episode (Australia)
  - New Episode (India)
- 4 x Seasonal Animated Videos
  - Back-to-School
  - Winter
  - Valentine's Day
  - Spring
- 8 x Social GIFS (Looping Videos)
- Character Art & Compositions (See Slide 17)
- Animated Facebook Banner (See Slide 35)





# PR & COMMS PLANNING





# PR & COMMS PLANNING

Our goal is to create maximum awareness and noise with the launch of Series 22. New changes to the show should be communicated in a positive, exciting, and insightful way to both trade and consumer in mature and emerging markets. Communications about Series 22 should serve to elevate the status of the Thomas & Friends brand, highlighting that the brand is purposeful, has a point of view, and is relevant for today's families.

**In order to maximise all opportunities for internal and external PR during the campaign period, we have provided template press materials to aid media conversations and ensure consistency of this message. This toolkit includes:**

- ✓ Series overview
- ✓ Consumer Series synopsis
- ✓ Episode synopses
- ✓ New character descriptions
- ✓ New theme tune info
- ✓ English Language Voice artist list
- ✓ Episodes related to the United Nations' Sustainable Development Goals
- ✓ Key messages regarding United Nations collaboration
- ✓ Key messages for the show
- ✓ Template press releases
  - Trade
  - Consumer
  - Consumer DVD/Digital Release

*The PR Toolkit can be accessed on Sharepoint:  
\\euldcmlpt001\pv\public\Global Brand Marketing\HIT Brands -  
Share Point\Thomas & Friends\2018\\_Series 22\PR Toolkit*



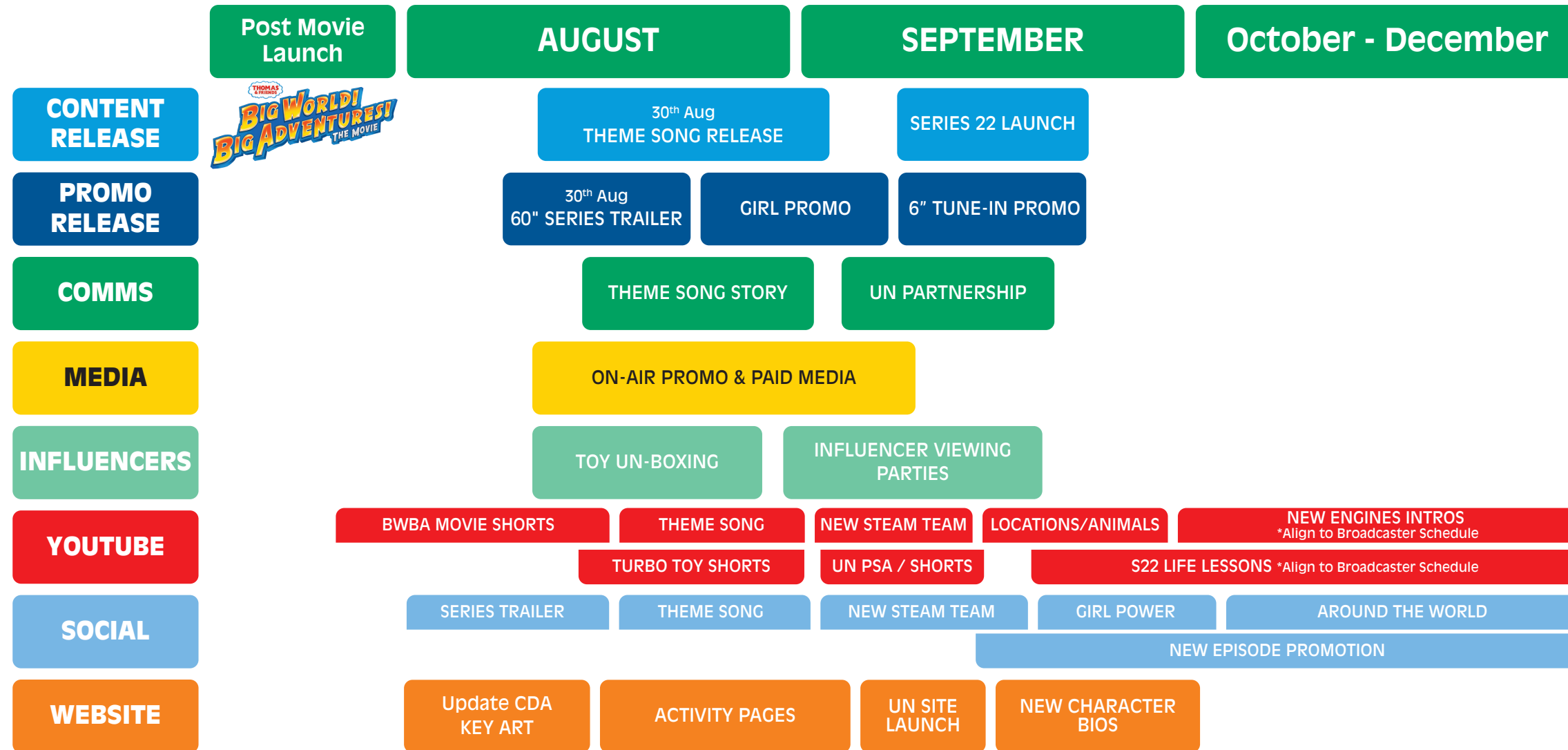


# MARKETING CAMPAIGN & ASSET TIMING



# CALENDAR

Below is suggested rollout for your Series 22 marketing campaign, based on a September launch date.





# ASSET SUMMARY

ASSET	MAM/ SHAREPOINT	TITLE / PATH	DELIVERY DATE	EMBARGO DATE
<b>Key Art</b>	MAM	• Marketing Assets > Big World Big Adventures Series Marketing Toolkit > Key Art	June 2018	No Embargo
<b>PowerPoint Template</b>	MAM	• Marketing Assets > Big World Big Adventures Series Marketing Toolkit > PowerPoint Template	June 2018	N/A
<b>Character Art</b>	MAM	• Style Guides > Thomas & Friends - Core Guide • Marketing Assets > Big World Big Adventures! The Movie Marketing Toolkit > Character Scenes & Graphics	Delivered	8-July 2018
<b>Summary Stills</b>	MAM	• Series > 2200	July 2018	Align with Broadcaster
<b>Series Trailer 60"</b>	Sharepoint	• Thomas & Friends > 2018 > _Series 22 > Marketing Toolkit > Series Promos	June 2018	30-August 2018
<b>Series Trailer 30", 20", 15" Tune-In Bumper 6"</b>	Sharepoint	• Thomas & Friends > 2018 > _Series 22 > Marketing Toolkit > Series Promos	July 2018	1-August 2018
<b>Thomas Speaking Assets</b>	Sharepoint	• Thomas & Friends > 2018 > _Series 22 > Marketing Toolkit > Thomas Speaking Assets	July 2018	1-August 2018
<b>Theme Song</b>	MAM	Audio Assets - Thomas & Friends > Theme Tunes	June 2018	30-August 2018
<b>Short-Form</b>	HIT Technical	Reach out to HIT Technical Team <a href="mailto:DubLondon@Mattel.com">DubLondon@Mattel.com</a> •Reference Videos can be found on Sharepoint: Thomas & Friends > 2018 > _Series 22 > Short-Form	From June 2018	1-August 2018
<b>Digital Banners: Advertising, Website, YouTube, Facebook, E-Commerce</b>	MAM	• Marketing Assets > Big World Big Adventures Series Marketing Toolkit > Digital Assets	June 2018	1-August 2018
<b>Social Assets</b>	Sharepoint	• Thomas & Friends > 2018 > _Series 22 > Marketing Toolkit > Social Assets •Please also reach out to Global DEG team	July 2018	1-August 2018



# SERIES INFORMATION





# OVERVIEW

Series 22 contains 26 x 11" episodes. For markets where half hours are aired, we have created a pairing list to fit the timeslots.

In this section you will find full synopses and log lines for all the episodes. We also have a selection of episodic images that can be found on MAM, in this guide we will show only one image per episode, but there will be one summary still per episode, plus 20 different episodic stills (supplied 10 flat and 10 layered).

Episodic stills will deliver over the course of 2018, with the final episode still delivering by end October 2018.





# EPISODE SYNOPSSES & LOGLINES

## 513 NUMBER ONE ENGINE (CHINA)



When Thomas goes to China, he meets another blue tank engine called Hong-Mei. She is the number one engine on the Chinese Railway - and she challenges Thomas to a race! Thomas loses - but that doesn't

stop him from trying to beat Hong-Mei in a second race! Thomas' carriages encourage him to take a short cut along the mountain pass. It's a steep climb and very high! When Thomas hits a rock on the line and derailed, he feels alone and afraid - way up on the mountain. But then Hong-Mei appears and she pulls Thomas back onto the rails! She took the mountain railway too! Thomas and Hong-Mei are very much alike and soon see they are happier when they are working together - instead of racing against one another!

**Logline:** Thomas gets into trouble when racing with Hong-Mei, another blue, number one tank engine.

## 514 FOREVER AND EVER (SODOR)



Gordon doesn't like things to change. He is still unhappy about Edward moving out of the sheds when he learns that Henry is leaving too and gets very upset indeed. In protest at the Fat Controller/Sir Topham Hatt's

decision, he decides to change everything too, shunting coaches for the small engines, pushing the Express and even filling up with diesel fuel. The Fat Controller/Sir Topham Hatt sends him to his shed and Gordon insists that he's happy to stay there forever and ever. His new friend, Nia, comes to see him however and helps Gordon to take a fresh look at the situation.

**Logline:** Gordon has a tantrum about all the changes being made to the railway.



# EPISODE SYNOPSES & LOGLINES

## 515 THOMAS AND THE DRAGON (CHINA)



Thomas is working on the Chinese Railway when his new friend Yong Bao tells him all about the Spring Festival. Thomas is very excited and so Yong Bao gives him a special job - taking the dragon to the New Year party!

Thomas has seen all sorts of wonderful animals - but he's never met a dragon. And he fears the worst! Thomas tells Yong Bao he doesn't want to take the dragon to the party. Yong Bao tells Thomas that it's OK... he can take the lion instead! All the way there, Thomas looks out for the ferocious lion. But, at the party, Thomas sees that the lion and the dragon are traditional costumes worn by performers to celebrate Chinese New Year! Thomas feels very silly for not sharing his worries. And he has learnt something new about China!

**Logline:** Thomas is terrified when he is given the honour of bringing a dragon to the Chinese New Year celebrations.

## 516 CONFUSION WITHOUT DELAY (SODOR)



Rebecca, the big tender engine, surprises the Fat Controller/Sir Topham Hatt by arriving early on the Island! All the other engines are keen to meet Rebecca and are just as quick to tell her how wonderful they are. Rebecca

thinks that all the other engines sound so fast and Really Useful! Rebecca hopes to make a good impression by going about her work as quickly as she can. But Rebecca doesn't realise quite how quick she can be! She arrives early for passengers... and leaves early too! She arrives early at the Docks and gets in the way! In the end, the Fat Controller/Sir Topham Hatt tells Rebecca that the most important thing is to stick to the timetable and follow instructions. Rebecca is happy - and her great speed has made a big impression on all the other engines!

**Logline:** Rebecca, a big new tender engine, comes to the Island of Sodor, and works so hard not to be late that she keeps leaving stations too early!



# EPISODE SYNOPSSES & LOGLINES

## 517 TRUSTY TRUNKY (INDIA)



Thomas has started working on the busy and bustling Indian Railway and is taking in all the amazingly different sights! He's never seen so many animals on top of trains, or cows being left to sleep on the track OR elephants wandering around the countryside. He's even more surprised when his friend Ashima tells him that the elephants used to *work* on the railway - they used to help shunt trucks/cars when the other engines were busy. Thomas loves elephants, but thinks that shunting trucks/cars should be an engine's job, not an animal's. But when Thomas ends up derailed into a paddy field, it's not an engine that comes to his rescue - it's a trusty elephant! Thomas learns that there are lots of different ways to do something and some are very surprising!

**Logline:** Thomas is very surprised when an elephant comes to his rescue.

## 518 WHAT REBECCA DOES (SODOR)



Rebecca is amazed when she sees Belle putting out a fire with her water cannons - and she tells her so! Rebecca is also very impressed by Marion's steam shovel - and she loves a good game of Guess What's In My Shovel! And, when

Rebecca sees Harvey's crane in action, she can't help but tell him that she thinks he is a "really cool" engine! Rebecca's enthusiasm has made Belle, Marion and Harvey all feel very good about themselves. But Rebecca wonders about herself - what makes *her* so special? Marion tells Rebecca that, as well as working hard and doing a good job, she sees the best in all the other engines. Rebecca cheers everyone up. That's her special quality. Rebecca is thrilled to find out what makes her special!

**Logline:** Rebecca is worried that unlike the other engines, there is nothing special about her.



# EPISODE SYNOPSSES & LOGLINES

## 519 THOMAS GOES TO BOLLYWOOD (INDIA)



Excitement is high because a Bollywood action movie is being filmed on the Indian Railway. Thomas is even more excited when he's told he has a very important role in the movie... but is disappointed to learn that the

role is to transport the Lead Actor *not* to be in the film. However, it's not long before Thomas realizes that working behind the scenes is not only Really Useful but really good fun too! After finishing his jobs, Thomas turns up to the film set to see the Lead Actor in danger! He speeds to his rescue, only to find out that he wasn't really in trouble, he was in the middle of filming an action scene. Thomas is mortified but the Director is so impressed with Thomas' bravery, he decides to keep his rescue in the film. Thomas learns that you don't have to be a film star to be a hero: real heroes don't pretend - they're in real life doing real things.

**Logline:** When an action movie is filmed on the Indian railway, Thomas is desperate to be involved.

## 520 SAMSON'S FEAR OF FIREWORKS (SODOR)



When Samson meets Thomas delivering fireworks for The Earl's annual display he admits he is scared of fireworks and definitely won't be attending. Later that day a thick fog descends on Sodor, and the Fat Controller/

Sir Topham Hatt gets Cyril the Fogman to place explosive detonators on the tracks to warn engines that they are approaching a signal. Unfortunately, Samson doesn't know about the detonators and thinks the explosions are fireworks. Terrified, he steams off at top speed with his brake van, Bradford, and soon they are hopelessly lost. But when Bradford hears more explosions and sees coloured lights in the sky he realises it must be The Earl's firework display, and they can use the whizzes, bangs and flashes to guide them safely back to Ulfstead Castle. Samson has to admit that not only are the fireworks pretty, but they also helped him to find his way out of the fog.

**Logline:** Samson is terrified of fireworks, and when he mistakes the sound of a warning detonator for fireworks, he is so frightened that he races off into the fog and gets lost.



# EPISODE SYNOPSES & LOGLINES

## 521 RUNAWAY TRUCK / CAR (CHINA)



Thomas is going to work at the shunting yard in the mountains on the Chinese Railway when he sees a runaway truck/car! Thomas spots a chance to be a hero and stop the truck/car- whose name is Lei - by stopping dead in front

of him! Unfortunately, Thomas accidentally flips the truck/car right off the tracks! Yong Bao is not happy - he thinks Thomas could have stopped the truck/car a better way. Thomas doesn't understand why Yong Bao is cross - he stopped the truck/car didn't he? Yong Bao shows Thomas a better way to stop a runaway truck/car - by moving along *with* it and slowing down gradually. Thomas soon has to put the lesson into practice when the accident-prone little truck/car rolls away again! And, this time, Thomas stops Lei without flipping him off the tracks.

**Logline:** Thomas tries to save an accident-prone truck/car who is racing down the tracks.

## 522 ROSIE IS RED (SODOR)



It's Valentine's Day on the Island of Sodor. Rosie is collecting some crates from the Docks when Diesel gives her a shunt. Thomas sticks up for Rosie - telling Cranky the accident was all Diesel's fault. Bill and Ben make fun of

Thomas and Rosie, calling them "special friends". This makes Thomas and Rosie feel awkward - and Thomas is rude to Rosie at the Washdown. When the Fat Controller/Sir Topham Hatt gives both Thomas and Rosie special instructions to come to Vicarstown Station, Thomas shilly-shallies because he doesn't want to bump into Rosie. Rosie, meanwhile, races ahead - because she doesn't want to run into Thomas. Both engines are putting the Fat Controller/Sir Topham Hatt's plans for Valentine's Day into jeopardy! As Rosie and Thomas make up - and agree that they are nothing more (but also nothing less) than very good friends - the Fat Controller/Sir Topham Hatt has a Valentine surprise for Lady Hatt.

**Logline:** After the engines tease Thomas that Rosie is his "special friend", he acts meanly towards her.



# EPISODE SYNOPSES & LOGLINES

## 523 THOMAS IN THE WILD (CHINA)



Thomas is excited about taking a film crew to a nature reserve where they are going to make a film about giant pandas. But he is even more excited by the prospect of seeing a giant panda in the wild. His coaches tell him

how unlikely that is, but it only makes Thomas more determined. He's not sure what a giant panda looks like, but he slows down every time he thinks he sees one and ends up seeing a lot of different wild animals that the crew are more than happy to film. But will they get to the nature reserve before it's too dark to film and will Thomas spot the elusive giant panda in the wild?

**Logline:** Thomas is determined to spot a giant panda in the wild.

## 524 THOMAS' ANIMAL ARK (SODOR)



It's snowing hard on Sodor when the boiler at The Animal Park breaks down. Thomas is worried about keeping the animals warm so he decides to take them to the Steamworks, where they will be safe from the cold. But, on the

way, snowdrifts on the line make the journey impossible and Thomas has to make a new plan - instead he takes all the animals to Tidmouth Sheds where the engines are forced to spend the night with elephants, giraffes and an ostrich!

**Logline:** It's Christmas and the boiler at the Animal Park breaks down, so Thomas and his friends need to find a way to keep the animals warm.



# EPISODE SYNOPSES & LOGLINES

## 525 THOMAS AND THE MONKEY PALACE (INDIA)



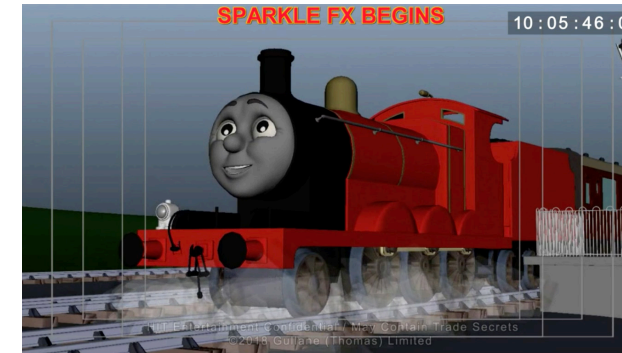
It's a hot day on the Indian Railway and Thomas is delivering a truck/car of thirst quenching coconuts. On his way, he discovers a branch line leading to a mysterious Monkey Temple that sparks his curiosity and he pays the temple a visit, finding

monkeys everywhere and one of them gets stuck in Thomas' truck!

The Monkey tries to get Thomas' attention, but causes Thomas to crash and spill the coconuts. Thomas is very cross with the Monkey, telling him to leave him alone, but the Monkey is trying to tell Thomas something and once Thomas stops and takes the time to try and understand him, he realises that the Monkey just wants to go home. Thomas takes him back to the temple and, in return, the Monkeys help to refill Thomas' truck/car with coconuts in time to deliver them after all.

**Logline:** Thomas is pulling a truck/carload of coconuts when he encounters some cheeky monkeys.

## 526 AN ENGINE OF MANY COLOURS (SODOR)



Work in Progress

After a crash, James is waiting at the Steamworks to be repaired. He hears that there might not be enough red paint to repaint him and gets worried. Maybe the Fat Controller/Sir Topham Hatt is trying to teach him a lesson. James has nightmares about

being repainted different colours, but each colour seems to be fine once he gets used to it. In fact they even seem to make him more splendid. But in every dream, as soon as James starts showing off again, he has another crash. Slowly James realises that the important lesson is to stop showing off and be careful.

**Logline:** As James waits to be repainted he has nightmares about crashing again.



# EPISODE SYNOPSSES & LOGLINES

## 527 OUTBACK THOMAS (AUSTRALIA)



Thomas sees Shane taking passengers on an outback adventure and is really impressed by Shane's showmanship - Shane tells his passengers stories about the outback, cracking jokes and exaggerating the information

slightly for comic effect. When some passengers miss Shane's train, Thomas decides to become a tour guide himself and starts making up facts to tell the passengers on their epic adventure. But soon Thomas is in trouble, his passengers have started to realise that he's not as knowledgeable as he is pretending to be, and they are lost in the outback.

**Logline:** Thomas tries to be an outback tour guide in Australia, with disastrous consequences.

## 528 SCHOOL OF DUCK (SODOR)



When a really bad storm destroys the classroom at Harwick School all the children have to be brought by train to Knapford for their lessons. Daisy hates doing the school run, but Duck is keen to do the job - all he needs is a

coach. Duck searches all over Sodor for a spare coach, but they are all being used. Finally, in an old overgrown siding, he comes across Dexter, a rusty old restaurant car. But Dexter's axles are broken so he won't be able to carry the children to school. Duck remembers what his friend Reg told him about repairing, recycling and re-using, and has a great idea - maybe Dexter can't carry the children, but, he could be repaired and repainted and be re-used as a classroom.

**Logline:** When a storm destroys a classroom at Harwick School, Duck tries to find a solution.



# EPISODE SYNOPSES & LOGLINES

## 529 TIGER TROUBLE (INDIA)



When Thomas learns that tourists come to India to try to see tigers, he wants to see tigers too. Rajiv decides to take his passengers on a detour through the jungle so he can see one first. So Thomas decides to take a detour through the jungle too. But when Rajiv picks up some very suspicious passengers and their cargo turns out to be a tiger cage, Thomas becomes suspicious. With the help of Rajiv and Shankar, Thomas sets out to capture the tiger poachers before they can capture a tiger.

**Logline:** Thomas, Shankar and Rajiv team up to catch some tiger poachers.

## 530 SEEING IS BELIEVING (SODOR)



Thomas' friend Merlin comes to Sodor from the Mainland for the first time. Merlin is a stealth engine and is very proud of this. He boasts that he can make himself invisible and when he shuts his eyes he thinks nobody else can see him. But it's not easy to hide if you are a great big steam engine! When Percy hears everybody else talking about the invisible engine, he feels left out. He feels like he must be the only engine on Sodor not to have seen him, and is determined to see him the next day. But how can you tell that you've seen an invisible engine?

**Logline:** Percy is determined to see Merlin, the invisible engine.



# EPISODE SYNOPSSES & LOGLINES

## 531 KANGAROO CHRISTMAS (AUSTRALIA)



It's Christmas in Australia, and Thomas is disappointed to find that as Christmas is in the summer not winter in Australia, there will be no snow. Feeling despondent that Christmas will be different to usual, Thomas

pulls his passenger train where he meets a little girl who has received a kangaroo toy from Santa. But as they travel along, a real kangaroo comes alongside the train, and hops off with the toy. As Thomas chases after the kangaroo, hoping to retrieve the little girl's toy, he comes across a baby kangaroo, and realises that the first kangaroo was its mother- can Thomas help to reunite them?

**Logline:** Thomas is shocked that Christmas in Australia happens in summer and goes on an adventure to reunite a baby kangaroo with its mother.

## 532 APOLOGY IMPOSSIBLE (SODOR)



Philip is fed up of other engines pushing him around, especially James, who keeps on giving Philip the jobs he doesn't want, saying that they are jobs for smaller engines like Philip. When Philip and James end up bumper to

bumper facing each other on a one track bridge, neither engine will back up to let the other past. Soon, there is a big pile up on engines behind them. With threat of the bridge collapsing, Philip decides sometimes the littlest engine can actually be the bigger engine!

**Logline:** Philip learns that sometimes even the smallest engine's actions can make them the bigger engine.



# EPISODE SYNOPSES & LOGLINES

## 533 THE WATER WHEEL (CHINA)



Thomas thinks he's been given very silly cargo until Hong-Mei explains that it's a very important water wheel, made from bamboo. Soon Thomas is discovering lots of other things made from bamboo, and forgetting to deliver his water wheel! In order to make up for lost time, Thomas decides to take a shortcut, via a low bridge, where he ends up knocking the water wheel off his flatbed. Thomas chases after it as it rolls across the Chinese countryside, trying to get it back, but the wheel always seems to stay one bounce ahead of him...

**Logline:** When Thomas loses his cargo, he races to try and find it to deliver it safely.

## 534 HUNT THE TRUCK / CAR (SODOR)



Bill and Ben's latest game consists of hiding trucks/cars and making other engines hunt for them. They think this is hilarious fun, and their latest victim is Nia, but Edward is not amused. He makes them fetch the truck/car for her and tells them off. So Bill and Ben decide to play a trick on Edward and hide a truck/car he's meant to collect from the docks. When Bill and Ben discover that the truck/car is for the children's Christmas Party at Ulfstead Castle they want to give it back, only it's not where they left it and soon they are the ones playing Hunt The Truck.

**Logline:** Bill and Ben can't find a very important truck/car that they've hidden as a trick on Edward.



# EPISODE SYNOPSSES & LOGLINES

## 535 CYCLONE THOMAS (AUSTRALIA)



Thomas wants to be just like Ruby, a Flying Doctor's plane, who transports Dr. Claire to remote places where it's hard for patients to get to hospitals or doctors for treatment. Thomas keeps on trying to get to medical emergencies to help out, but he

just can't compete with Ruby's speed and she always beats him there. But when a cyclone hits, it's too dangerous for Ruby to fly and it turns out that Thomas is strong and sturdy enough to make it through the cyclone and bring the villagers to safety.

**Logline:** Thomas wants to be just like Ruby, a Flying Doctor's Plane.

## 536 THE CASE OF THE PUZZLING PARTS (SODOR)



Sidney is shunting a flatbed of engine parts - but he can't remember what he's supposed to be doing with them. Paxton thinks this sounds like a mystery - the kind that can only be solved by a Special Agent! And so "Special Agent" Sidney sets

off after Paxton - as Paxton goes about his day's work - to see if he can solve "The Case Of The Puzzling Parts". Putting together the clues, Sidney eventually works out that he has some brand new diesel engine parts... but he still doesn't know who - or what - they are for. Then, when Paxton accidentally gives Sidney a shunt, Sidney cracks the case and remembers that the parts are for *him*! Unfortunately, Sidney has now completely broken down... but at least Paxton is able to tow Sidney back to the Dieselworks to get fixed up again!

**Logline:** Paxton and Sidney try to solve a mystery on Sodor.



# EPISODE SYNOPSES & LOGLINES

## 537 BANJO AND THE BUSHFIRE (AUSTRALIA)

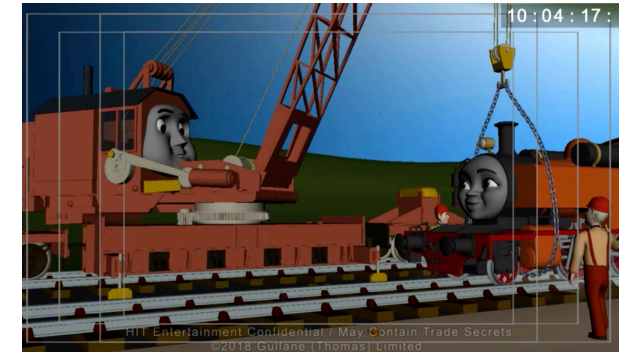


Thomas offers a lift to a ranger while working in the Australian Rainforest. Thomas is excited to learn from her about all the animals that live there, but he is too loud and impatient to be very useful. So the ranger sends

Thomas on his way and he feels very disappointed. But when Thomas sees smoke and flames approaching he realises there is a bush fire. The ranger raises the alarm and Thomas helps her to rescue the koalas who are too slow to get to safety on their own.

**Logline:** Thomas helps rescue a koala from a bushfire in the rainforest.

## 538 COUNTING ON NIA (SODOR)



Work in Progress

Nia is a really clever engine and knows about all sorts of things, and how to solve difficult problems. But when the Fat Controller/Sir Topham Hatt asks her to take Annie and Clarabel and pick up passengers from Knapford Station, Nia has great

trouble finding the right platform. And later she takes no notice of the speed signs, goes much too fast, and derailed. Thinking that she won't be a useful engine any more Nia admits that she has never learned to read numbers. But Annie and Clarabel tell her not to worry - *they* will teach her. Nia turns out to be a very quick learner.

**Logline:** Annie and Clarabel help to teach Nia to read numbers.



# HALF HOUR PAIRINGS

HALF HOUR EP NUMBER	EPISODE 1	EPISODE 2	LOGLINES
201	Number One Engine	Case of the Puzzling Parts	In China, Thomas meets Hong-Mei, another blue tank engine, with the number one, but he gets into trouble when they decide to have a race. Back on Sodor, Paxton and Sidney try to solve a mysterious mystery.
202	Trusty Trunky	School of Duck	Thomas is very surprised when an elephant comes to his rescue in India and when a storm in Sodor destroys a classroom at Hardwick School, Duck tries to find a solution.
203	Outback Thomas	Forever and Ever	In Australia, Thomas tries to be an outback tour guide with disastrous consequences and Gordon has a tantrum back on Sodor when changes are made to the railway.
204	Thomas & The Dragon	Confusion Without Delay	In China, Thomas is terrified when he is given the honour of bringing a dragon to the Chinese New Year celebrations and Rebecca, a new tender engine, first arrives on the Island of Sodor and is determined to prove she can be Really Useful!
205	Thomas Goes to Bollywood	Rosie is Red	Thomas desperately wants to be involved in an action movie being filmed on the Indian railway and back on Sodor, the other engines tease Thomas that Rosie is his “special friend” and he acts meanly towards her.
206	Kangaroo Christmas	Animal Ark	At Christmas, Thomas is shocked it's the summer in Australia and helps to reunite a baby kangaroo with its mother, whilst on Sodor, the boiler at the Animal Park breaks down and the engines find a way to keep the animals warm.



# HALF HOUR PAIRINGS

HALF HOUR EP NUMBER	EPISODE 1	EPISODE 2	LOGLINES
207	Thomas in the Wild	What Rebecca Does	In China, Thomas is determined to spot a giant panda in the wild, and on Sodor, Rebecca is worried that unlike the other engines, there is nothing special about her.
208	Cyclone Thomas	Samson and the Fireworks	In Australia, Thomas wants to be just like Isla, a Flying Doctor's Plane and on Sodor Samson has to overcome his fear of fireworks.
209	Monkey Palace	Apology Impossible	In India, Thomas encounters some cheeky monkeys whilst pulling a car load of coconuts, and on Sodor, Philip learns that sometimes even the smallest engine's actions can make them the bigger engine.
210	Tiger Trouble	Seeing is Believing	Thomas, Shankar and Rajiv team up to catch some tiger poachers in India, and Percy is determined to see Merlin, the invisible engine when he arrives on the Island of Sodor.
211	Runaway Car	Hunt the Truck/ Car	In China, Thomas tries to save a runaway car and on Sodor, Bill and Ben are having some car trouble of their own.
212	Banjo and the Bushfire	Counting on Nia	Thomas helps rescue koalas from a bushfire in the rainforest, whilst Annie and Clarabel help to teach Nia to read numbers on Sodor.
213	The Waterwheel	An Engine of Many Colours	During a cyclone in Australia, Thomas has to help people escape the storm and on Sodor, while James waits to be repainted, he has nightmares about crashing again.





## KEY INFORMATION



# CREATIVE BRAND GUIDELINES

- All artwork should be CGI
- When writing Thomas & Friends always use an ampersand (&)
- The logo should always be whole with nothing covering or touching it
- The Thomas & Friends logo should always be straight
- When using an image of an engine in a CGI scene, they must always appear on train tracks
- The Fat Controller in the UK should primarily be called the 'Fat Controller'
- His formal name is 'Sir Topham Hatt' which is primarily used in the US
- When writing Thomas & Friends the separate words should appear on the same line
- The HiT logo and Thomas copyright line should be on any artwork relating to Thomas & Friends
- If the HiT logo is on a coloured or patterned background it should always be in a white holding box with rounded corners
- In copy, the first time Thomas & Friends is written, it should always be followed by the ™ symbol. Thereafter when you mention Thomas & Friends, it does not need to be used again
- Thomas & Friends should never be used as a noun, always refer to it in association with the content, brand, or other part of the overall brand franchise, e.g. "In 2018, the Thomas & Friends brand will unveil a newly formatted Series."
- When putting copy in holding devices, do not use the cloud, only the Thomas & Friends logo should have a cloud holding device
- Always include the website address where possible:  
[www.thomasandfriends.com](http://www.thomasandfriends.com)



# Fonts & Colour Palette

## SODOR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!?!\$&

Can be downloaded from [mam.mattel.com](http://mam.mattel.com)

## SNIPPITY SNAP

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!?!\$&

Can be purchased from [www.myfonts.com](http://www.myfonts.com)

## CARVE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!?!\$&

Can be purchased from [www.myfonts.com](http://www.myfonts.com)

## SF COMIC SCRIPT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789!?!\$&

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NOTE: These fonts may have been purchased or licensed from third parties. You must determine if your commercial use of these elements necessitates a license from the rights holders.



PMS 299  
C : 85  
M : 19  
Y : 00  
K : 00



PMS 485  
C : 00  
M : 95  
Y : 100  
K : 00



PMS 116  
C : 00  
M : 16  
Y : 100  
K : 00



PMS 348  
C : 97  
M : 22  
Y : 100  
K : 09



PMS 296  
C : 100  
M : 46  
Y : 00  
K : 70



Cool Gray 5  
C : 31  
M : 25  
Y : 25  
K : 00



# LOGOS

## THOMAS & FRIENDS™ LOGOS

**BEVELED LOGO** – Required usage is the beveled logo. If there are printing limitations use the spot colour logo.



C 00  
M 100  
Y 100  
K 00

C 100  
M 15  
Y 00  
K 00

TOM\_Core\_Logo\_Beveled.psd

### SPOT COLOUR LOGO



PMS  
485

PMS  
299

TOM\_Core\_Logo\_2c.ai

### BLACK & WHITE LOGO



C 00  
M 00  
Y 00  
K 100

C 00  
M 00  
Y 00  
K 00

TOM\_Core\_Logo\_BW.ai

## HIT LOGOS

### RENDERED LOGO



(on coloured background)



(on white background)

C 00  
M 100  
Y 100  
K 00

C 100  
M 75  
Y 00  
K 00

C 00  
M 10  
Y 100  
K 00

HIT\_Logo\_Rendered\_SM.psd

### SPOT COLOUR LOGO



(on coloured background)



(on white background)

PMS  
485

PMS  
286

PMS  
109

HIT\_Logo\_Spot\_SM.ai

### BLACK & WHITE LOGO



(on coloured background)



(on white background)

C 00  
M 00  
Y 00  
K 100

C 00  
M 00  
Y 00  
K 00

HIT\_Logo\_Black\_SM.ai



# LEGAL NOTICES

## PACKAGING & LICENSED MERCHANDISE

All packaging and publishing:

- MUST include the Thomas & Friends™ and HIT logos
- MUST include the Long Legal Notice with the Thomas line drawing

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Long\_Legal\_Books.eps

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Short\_Legal.ai

### SOFT GOODS

Soft goods labels MUST include the Thomas & Friends logo with TM and the Short Legal Notice.



TOM\_Core\_Logo\_Softline.ai



## ADVERTISING, MARKETING, LIVE EVENT & PROMOTIONAL MATERIALS

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- MUST include the Short Legal Notice

© [Year] Gullane (Thomas) Limited.

Short\_Legal.ai

- When the HIT logo is used, the following Short HIT Legal Notice MUST be included:

© [Year] HIT Entertainment Limited.

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TOM\_Digital\_Legal.ai

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HIT\_Long\_Legal.ai



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